

BLOOM

Marisol Reyes
Bloom, 2018
Packaging Design
3.5 in x 8 in x 1 in

THE PROBLEM

Mental illnesses, although often not openly talked about, is more common than one would assume. 1 in 5 adults in America experience a mental illness, yet nearly 60% don't receive mental health services. Part of the problem is the stigma that comes from this topic causing a lack of communication.

MY SOLUTION

bloom, *verb*
\ 'blüm \
to come into or be in full
beauty or health; to flourish

Bloom is an herbal apothecary that hopes to break down these barriers by starting a conversation about the topic. Bloom believes in using natural remedies to help boost one's overall mood and mental well-being.

Bloom recognizes the importance of taking a break from the stresses of today's busy world to enjoy the simple pleasures Mother Earth has to offer.

My tea kit includes various herb and flower remedies specifically focused on easing anxiety.

BRAND ATTRIBUTES
natural
relaxing
herbal

THE RESULT

THE PROCESS

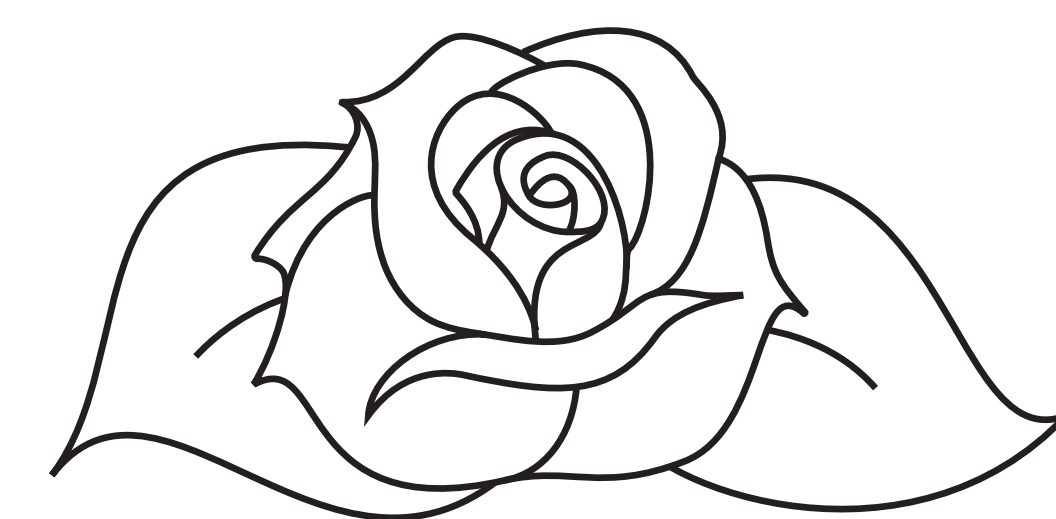


Inspiration for this project came from both traditional herbal apothecary designs as well as modern prescription bottle labels.

Because Bloom is a people-based brand, I wanted to incorporate a humanistic touch into the brand's logo.

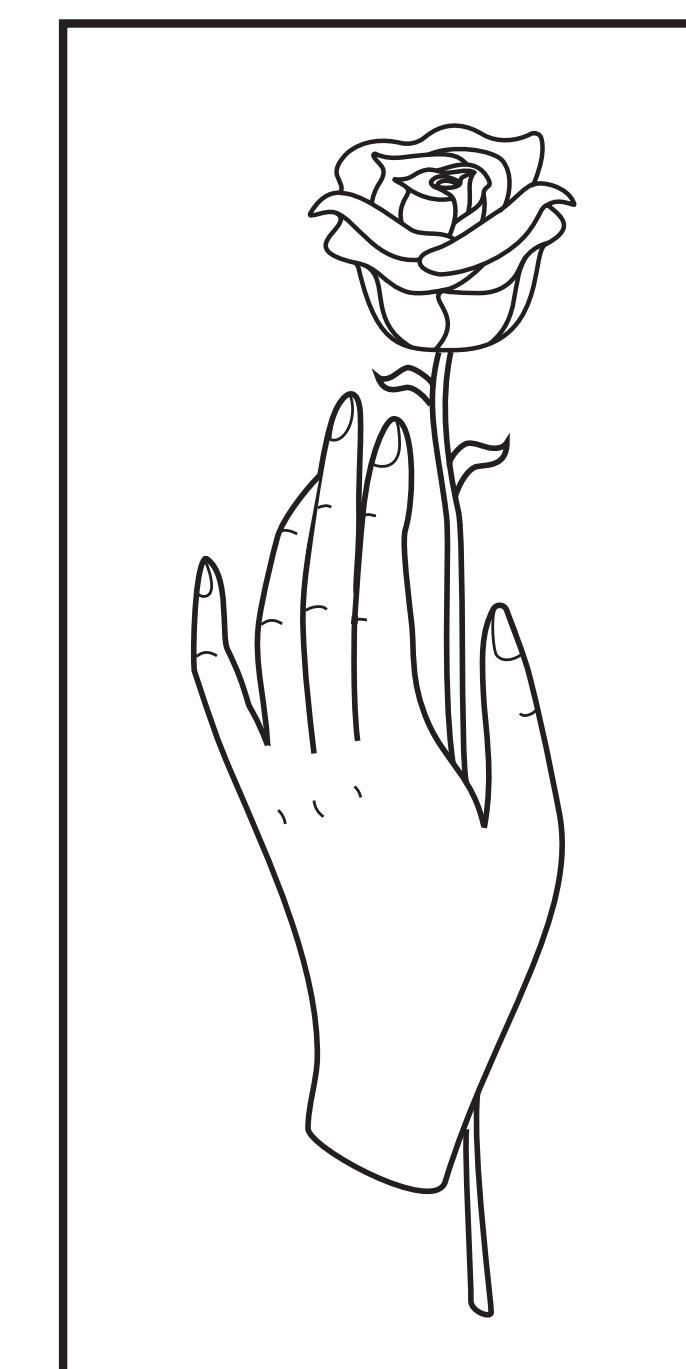
evolution

BLOOM



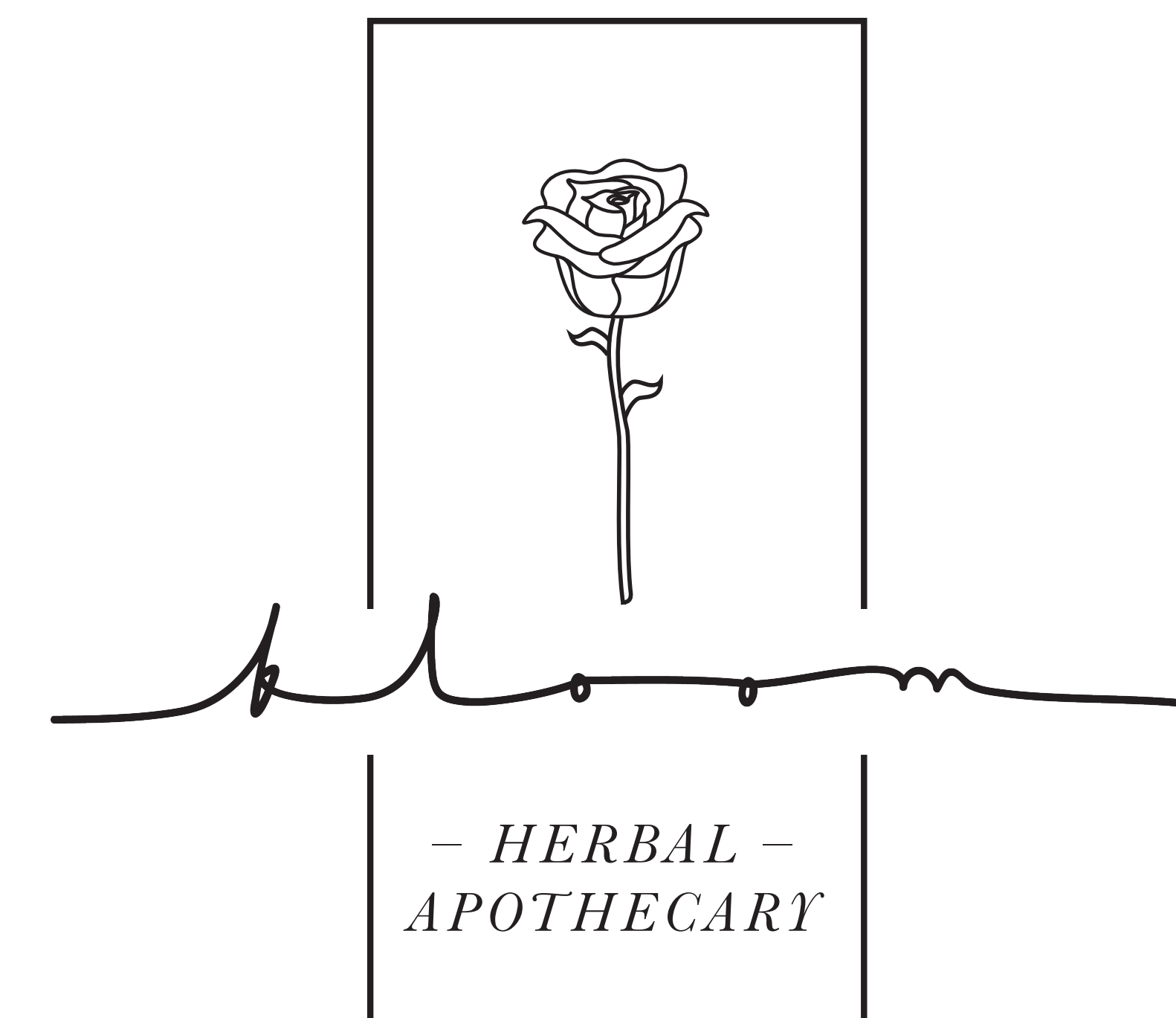
— HERBAL —
APOTHECARY

BLOOM



— HERBAL —
APOTHECARY

inspiration



I also opted to include pressed flowers as part of the brand's identity to parallel the fragility of the sensitive topic or mental illness.

